

Australian Designer of the Year Creates new Planter Exclusive to Ambius



The world of indoor planters is being taken to a new level with ‘Zoie’, the latest creation from reigning IDEA Designer of the Year, Helen Kontouris.

Named after the Greek word for “living thing”, Zoie is an Australian made and designed planter exclusively available through **Ambius**, a world leader in interior plantscaping.

The fully recyclable pot is available in three different sizes (small desktop, medium and large) with a two leg version referred to as ‘Zoie - Sophia’ and a three leg version named ‘Zoie - Anouk’.

They feature a two tone colouring scheme – one colour on the inside, the other on the outside. The medium and large planters are moulded with sub-irrigation ability for indoor and outdoor use.

Zoie is being unveiled at Australia's premier design and architecture event, DesignEX on 22-24th April, the first showing for Melbourne designer Kontouris since her award win.

“As a designer, I love creating something that challenges the norm and moves away from safe and predictable results. The Zoie is the first planter that I have worked on and I think we've developed an item that is tactile, artistic and practical all in one.”

Made from polyethylene, the planter is free of VOCs – Volatile Organic Compounds – which means the product does not emit gases often associated with new products such as carpets, furniture and cars and makes it much more consumer and green friendly.

The demand for creative planter options in the industry can be linked to the growing awareness of the health benefits of indoor plants as workers look to incorporate these plants in a way that also improves the look and feel of an indoor space.

Rachael O'Keefe, **Ambius** National Design Manager, said that with trusted bodies such as the Green Building Council of Australia recognising the importance of indoor plants through their Green Star program, demand is expected to increase.

“The psychological benefits of indoor plants, such as reduced stress levels and increased productivity, are many and varied. We like to think of it as ‘greening on the inside’.



“From a design point of view it’s fantastic to see unique products like the Zoie being introduced to the market, further enticing people to incorporate indoor plants into the design of their homes and offices and reaping the aesthetic and health benefits,” said O’Keefe.

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Media Note

For further information on **Ambius** please visit www.ambiusindoorplants.com.au

Contacts

Anne Briggs, Marketing and Communications Manager, Ambius Pacific

T: 02 6629-5084 E: Anne.Briggs@ambiusindoorplants.com.au

Released for **Ambius** by Write Away Communication + Events, Nicole Gentle or Juliet Fisher Tel: 02 9978 1400 or Email: nicole@writeaway.com.au
juliet@writeaway.com.au

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